

Mexico Business Monthly  Caribbean UPDATE

Kal Wagenheim
Editor-Publisher

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Aspira could serve as a small, classified section of the late book, which would not publishing due to Puerto professionals in different parts of the United States and the island.

52 Maple Ave.
Maplewood, N.J. 07040

March 5, 1975

Mr. Luis Alvarez
National Executive Director
Aspira of America, Inc.
22 East 54th St.
New York, N.Y.

Dear Luis:

This is in response to your request, a couple of weeks ago, to explore the possibilities of a quarterly magazine published by Aspira, which would deal with educational and other concerns of the Puerto Rican professional community on the U.S. mainland.

My first impression is that this is an excellent idea. I think that such a publication could serve as a unifying force for the growing number of Puerto Rican professionals in New York, New Jersey, the Middle West, New England, and elsewhere. It would be a very valuable medium for the exchange of ideas and of such basic information as "who is who" in the various communities.

My first question is: have you explored the possibility of the already existing Rican magazine, published by Samuel Betances? I have seen a few issues of the Rican and it impresses me as a serious (although under-financed) effort to do some of the things that you wish to do with the quarterly magazine that you are suggesting. The Rican already exists, and perhaps, with some foundation or other financial aid, it could be developed into the kind of publication that you envision. (Provided, of course, that the present publisher of the Rican is amenable to such a shift in direction.)

Getting back to your original idea, such a magazine could be called Aspira.

It should contain a minimum of 80 to 96 pages per issue. In addition to articles (mainly on education, but also touching upon bilingualism, urban problems, culture, politics, etc.) it could feature book reviews, bibliographies, letters to the editor, occasional photographs and other graphics.

(cont.)

Aspira could even feature a small "classified section" at the back, with want ads soliciting Puerto Rican professionals in different parts of the United States and the Island.

As you mentioned in our discussion, not all of the articles would have to be written. Aspira could sponsor seminar-type discussions, tape record them, and publish an edited version of what is discussed.

Such a magazine would be written by and for Puerto Ricans. But I think it would be most illuminating to non-Puerto Rican readers, also, who have professional or personal interests in the community's concerns and issues.

At this early point, I don't think we can provide more details on editorial content. But the possibilities are without limit.

The important issue now is financial feasibility. I have checked around with various quarterly magazines in order to determine cost factors. Here is what I have found out:

I have discussed the cost question with the managing editor of a university quarterly who publishes a 175-page magazine in a quantity of 7,000 issues. The required staff for a quarterly, as the managing editor sees it is:

an editor-in-chief who does not write or edit, but supervises the overall direction of the magazine and suggests article ideas. This person has other tasks at the university, but devotes about 10 hours a week to the affairs of the quarterly magazine.

- a full-time managing editor.
- a full-time editorial assistant, who edits copy and handles production details with the printer, etc.
- a full-time clerical person, to handle correspondence, etc.
- a half-time person to handle subscriptions, changes of address, etc.
- a half-time business manager, who handles the financial affairs of the magazine, and also promotes advertising.

This is the staff. Being a part of a university, the magazine also frequently receives free advice and help from persons at the university.

(cont.)

Now, let's get down to costs. The managing editor of the quarterly magazine in question informs me that the annual budget is \$75,000. The largest single item is salaries (although the editor-in-chief draws no salary). Next largest is the cost of printing (about 28% of the total) and I was warned that printing costs have gone up by about 30% in the past year. Another large item is "promotion", about \$10,000 a year, mainly to pay for mailing campaigns to solicit subscribers.

The \$75,000 a year does not include the cost of office space or office equipment. The university offers these facilities. Perhaps Aspira could offer similar "in-kind" assistance with office space and equipment.

The magazine earns very little from advertising revenue. About \$1,500 a year, based on a rate of \$175 per page, for a "one-time" ad. Since Aspira is a "minority organization" it might be able to "arm-twist" a few major corporations into advertising in its pages, but it would be unrealistic to expect that advertising will fully cover the budget.

It's hard to tell when, if ever, the magazine could sustain itself by advertising and subscription revenue. Only after about two or three years of publication could we make a meaningful estimate.

I can get more exact figures in terms of printing costs, costs of mailing campaigns, subscription fulfillment, etc. But I think it's premature. The rough figure of \$75,000 per year at least gives you some idea, I think, of the financial requirements.

If there is any further information that you require (either with respect to finances or editorial contact) please contact me.

Sincerely,

Kel Wagenheim

52 Maple Ave.
Maplewood, N.J. 07040

March 3, 1973

To: Mr. Luis Alvarez
National Executive Director
Aspire of America, Inc.
22 East 54th St.
New York, NY

From: Kai Wagenheim
52 Maple Ave.
Maplewood NJ 07040

Bill for professional services rendered. Preliminary feasibility study for quarterly publication.

As a willing donor, I am willing to contribute a small number of Puerto Rican professionals in New York, New Jersey, the 100th Street, New Bedford, and elsewhere. It would \$150.00 per volume in time for the production of this end of such basic information as "who is who" in the various communities.

My first question is: have you explored the possibility of the already existing Rican magazines, published by Samuel Betances? I have seen a few issues of the Alcornoque, and it impresses me as a serious (although somewhat financial) study of the things that you want to do with the magazine. I am not sure if you are suggesting. The Alcornoque, if it could be developed into a quarterly or other financial aid, it could be developed into a quarterly or other financial aid. (Presumably, of course, this would be a quarterly or other financial aid to such a study in direction.)

Getting back to your original idea, such a study in direction is needed.

I would provide a minimum of \$10 to \$20 per volume in time for the production of this end of such basic information as "who is who" in the various communities. I am not sure if you are suggesting. The Alcornoque, if it could be developed into a quarterly or other financial aid, it could be developed into a quarterly or other financial aid. (Presumably, of course, this would be a quarterly or other financial aid to such a study in direction.)

52 Maple Ave.
Maplewood, N.J. 07040

May 2, 1975

Luis Alvarez
National Executive Director
Aspira of America, Inc.
22 East 54th St.
New York City NY

Dear Luis:

Here is a draft of the proposal letter to the National Endowment for the Humanities, seeking financial assistance for Aspira magazine.

I have left financial figures blank, for you to fill in, based on our estimates. Also, since you have a personal relationship with the person to whom the letter is addressed, you might consider changing the salutation and beginning paragraph, and inserting any other personal comments that you feel would be helpful.

The fee for this proposal letter is \$100, which of course includes any necessary future consultations with you, and necessary rewriting of it.

Give me a call when you've read it. You can reach me here in New York at 245-0700, Ext. 750, or at my home (201-762-1565).

Sincerely,

Kal Wagenheim

52 Maple Ave.
Maplewood NJ 07040

May 2, 1975

Luis Alvarez
National Executive Director
Aspira of America, Inc.
22 East. 54th St.
New York, New York

Dear Luis:

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I have left the financial figures blank, for you to fill in, based on your estimates. Also, since you have a personal relationship with the person to whom the letter is addressed, you might change the salutation and opening paragraph, and insert some personal comment.

Give me a call when you've read it. I will be available for rewriting any material that you feel is necessary, or adding new items.

Call
Kal Wagenheim
245-0700, Ext. 750
or 201-762-1565, home.

Invoice

May 2, 1975

To: Mr. Luis Alvarez
National Executive Director
Aspira of America, Inc.
22 East 54th St.
New York, N.Y.

Fee for professional services rendered;
drafting of letter to National Endowment
for the Humanities(8 pages) to seek
possible financial assistance in order
to found a quarterly magazine, tentatively
titled Aspira. Fee includes subsequent
consultation, if necessary, to rewrite
proposal letter, should it be desired to
add additional material.\$150.00

Kal Wagenheim
52 Maple Ave.
Maplewood, N.J. 07040